



**KEEPING IT SAFE**

Department of  
**LIQUOR CONTROL**

240-777-1904

[www.montgomerycountymd.gov/dlc](http://www.montgomerycountymd.gov/dlc)



# Division of Licensure, Regulation and Education

## Protect yourself...

**Promoters can make or break your establishment.  
Before hiring a promoter consider the risks involved.**

- Hire only responsible promoters with responsible policies. Ask for references and call them. Check with the Department of Liquor Control to ask about a promoter's track record.
- A promoter should never be responsible for the door. Remember they are often paid by head. ID checking should be left up to you or a trusted staffer who has nothing to gain and a lot to lose by letting someone slip by.
- Remember that no matter what happens in your establishment it is your responsibility. Never trust someone else to run your business. Set policies for your staff and promoters to follow. Have them sign a paper copy of your policies to make sure there is an understanding of what is expected.
- Make sure everyone has a valid ID. Do not accept vertical IDs.
- Be a presence! Have security inside not just at the door. Make sure they are dressed so that they can be easily identified. All staff should wear a staff t-shirt or uniform.
- Ask the DJ to slow music in advance of closing down so patrons are not forced to leave all at once.
- Don't allow people to loiter in front of or around your establishment. Ask them to enter or leave.
- If you're selling or serving alcohol, make sure you comply with legal hours of sales and service allowing your staff enough time to remove alcohol product from the bar and tables before the 30 minute grace period ends.
- Do not permit the promoter to encourage promiscuous activity or drinking contests. If the promoter uses acts as part of the promotion, make sure they are done in good taste.
- End the promotions when alcohol sales are prohibited and not let patrons "hang out" afterwards.
- For under 21 events, all alcohol product should be covered and out of reach of underage patrons. Call us for a list of best practices when hosting under 21 events.

**For additional information please call the Community Outreach Office at  
240-777-1904/240-777-1989 or e-mail us at [dlc@montgomerycountymd.gov](mailto:dlc@montgomerycountymd.gov)**